



Sara Coutinho

Freelance digital designer and front-end developer

Coromandel, New Zealand

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I'm a reliable, pragmatic person who is able to tackle complex projects and help move them forward. I'm motivated to do things the right way the first time – as a matter of principle – and strive to deliver high quality, long lasting results. While I'm available for remote contract work, I can make myself available on site for shorter term engagements, or just to spend time with you and your team face to face to discuss requirements and get familiar with your project(s).

PROFESSIONAL EXPERIENCE

- Coromandel, NZ**
Apr 2014 – present
 - The Dos Prompt**
Director, <fancy title>
The Dos Prompt is currently developing Paisley, an easy to use, cross platform image compressor for the web.
- Oct 2012 – present**
 - Sara Coutinho**
Contract Digital Designer & Front-end Developer
I've contracted for DraftFCB, Satellite Media, Spitfire, Propellerhead, Designworks and DAN, in projects for Vodafone, MINI, Powerade, NZ Post, IDAIR, Air New Zealand, AA Insurance and Auckland Museum. The roles ranged from pure design to development only – and, often, a mixture of both.
- Auckland, NZ**
Feb 2014 – Apr 2014
 - Digital Arts Network (DAN) ♦ Contract front-end Developer**
Continuous website improvement and website experience optimisation for AA Insurance, with a focus on front-end development. Responsible for the set up of A/B tests and implementing changes on the website.
- Aug 2013 – Feb 2014**
 - Designworks ♦ Contract digital designer and front-end developer**
Part of the team designing and producing a bespoke personal entertainment system user interface. Creation of a multitude of screens for different devices and screen resolutions, such as iPads, touch screens and handheld devices. Responsible for the build of the HTML5 iPad prototype that was used to demo its functionality, and which served as a reference for the native developers.
- Jun 2013 – Jul 2013**
 - Propellerhead ♦ Contract front-end developer**
JavaScript handy-woman on the YouPost website, a digital mailbox system by NZ Post where users can manage e-bills and mail.
- Feb 2013 – Apr 2013**
 - Satellite Media ♦ Contract front-end developer**
- Nov 2012 – Feb 2013**
 - Draft FCB ♦ Contract digital designer**
- London, UK**
Nov 2011 – Jun 2012
 - FRS London ♦ Contract Web Designer & Developer**
- May 2011 – Oct 2011**
 - EdComs ♦ Digital Designer**
- Jul 2009 – May 2011**
 - Alpine Interactive ♦ Web Designer**

EDUCATION

Aveiro, Portugal
Sep 2006 – Jul 2009

Universidade de Aveiro
Bachelor of New Communication Technologies

Communication and Multimedia degree providing a wide range of digital skills: design, programming, project management – just to name a few.

SKILLS

Software & Production tools

I'm well acquainted with the Adobe Creative Suite, particularly Photoshop, Illustrator, Fireworks, Flash and Dreamweaver. My IDE of choice is IntelliJ but occasionally I also use Visual Studio. I work with both Windows and Mac OS.

Technologies & Programming Languages

I use standard web technologies - HTML5, CSS3, JavaScript. I have experience with frameworks such as Twitter bootstrap, CSS preprocessors (SASS, LESS) and jQuery, but prefer to keep things simple. I have worked with Backbone.js and templating languages such as Mustache. I've done a fair bit of work with the Umbraco CMS during my days in the UK, and work with version control tools (SVN, git). Most importantly, I'm a quick learner and can easily get up to scratch with a given technology stack being used on a project.

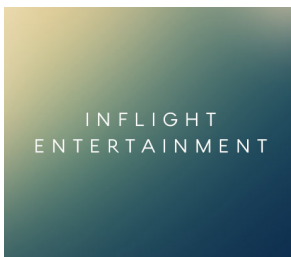
PROJECTS



AA Insurance

DAN

AA Insurance is one of the biggest insurance providers in New Zealand. The team I worked with was responsible for their website and ongoing experience optimisation. Theories on how the conversion rate could be increased were proposed, selected, and tested. The theories and test results were backed-up by analytics data and results from multi-variate tests (A/B) set up in Optimizely. Both structural changes and content changes were tested, as well as temporary campaigns, so the outcomes could be applied to future campaigns.



Inflight Entertainment

Designworks

Inflight Entertainment is a bespoke personal entertainment system. I was enlisted to help the design team with the design of the user interface. This was a long and complex project, involving the creation of a multitude of screens for different devices such as iPads, touch screens and handheld devices. As part of the user interface design process I created an HTML5 iPad prototype of the system, that was used to demo its functionality and served as a reference for the native developers in terms of transitions and visual feedback.



YouPost

Propellerhead

YouPost is a digital mailbox system developed by New Zealand Post, where users can receive, sort and store digital mail, pay bills, and store important documents online. I was brought in to help the team with the modification and creation of new templates for the web app, built using Backbone.js and Mustache.

<http://www.youpost.co.nz/>

LANGUAGES

English (Fluent)
Portuguese (Native)
Spanish (Beginner)

French (Beginner)
Latin (Beginner)

ADDITIONAL INFORMATION

I often go down Wikipedia rabbit holes from which I emerge three hours later with a vast knowledge of the most random subjects – Russian tsars, earth homes, shibboleths, to name a few.